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Dated: 3-15-2004 Signature: *C.R. Andersen*
(Christian R. Andersen, Esq.) R. Andersen

Docket No.: 03-8018CIP3
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Lester Chu et al.

Application No.: Not Yet Assigned

Confirmation No.: Not Yet Assigned

Filed: Concurrently Herewith

Art Unit: N/A

For: INFORMATION DISTRIBUTION SYSTEM
AND METHOD UTILIZING A POSITION
ADJUSTMENT FACTOR

Examiner: Not Yet Assigned

INFORMATION DISCLOSURE STATEMENT (IDS)

MS Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement accompanies the new patent application submitted herewith.

A copy of each non-U.S. reference on the PTO/SB/08 is attached.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR 1.97(h), the filing of this Information Disclosure statement shall not be construed to be an admission that any

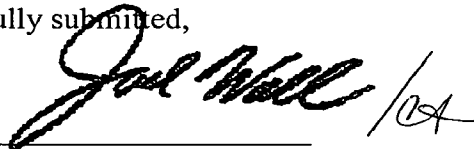
patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 07-2347, under Order No. 03-8018CIP3. A duplicate copy of this paper is enclosed.

Dated: 03/15/2004

Respectfully submitted,

By  /
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Attorney for Applicant

Substitute for form 1449A/B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	Not Yet Assigned
				Filing Date	Concurrently Herewith
				First Named Inventor	Lester Chu
				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	1	of	3	Attorney Docket Number	03-8018CIP3

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
/J.A./	AA	US-4,532,554	07/1985	Skala	
	AB	US-4,546,382	10/1985	McKenna et al.	
	AC	US-4,602,279	07/1986	Freeman	
	AD	US-4,789,235	12/1988	Bora	
	AE	US-4,850,007	07/1989	Marino et al.	
	AF	US-4,992,940	02/1991	Dworkin	
	AG	US-5,144,663	09/1992	Kudelski et al.	
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	AI	US-5,162,989	11/1992	Matsuda	
	AJ	US-5,187,735	02/1993	Herrero et al.	
	AK	US-5,220,501	06/1993	Lawlor et al.	
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	AN	US-5,267,171	11/1993	Suzuki et al.	
	AO	US-5,283,731	02/1994	Lalonde et al.	
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	AR	US-5,339,239	08/1994	Manabe et al.	
	AS	US-5,347,632	09/1994	Filepp	
	AT	US-5,359,508	10/1994	Rossides	
	AU	US-5,408,417	04/1995	Wilder	
	AV	US-5,410,344	04/1995	Graves et al.	
	AW	US-5,446,919	08/1995	Wilkins	
	AX	US-5,479,491	12/1995	Herrero Gracia et al.	
	AY	US-5,502,636	03/1996	Clarke	
	AZ	US-5,515,098	05/1996	Carles	
	AA1	US-5,532,735	07/1996	Blabut et al.	
	AB1	US-5,636,346	06/1997	Saxe	
	AC1	US-5,659,732	08/1997	Kirsch	
	AD1	US-5,704,560	01/1998	Del Monte	
	AE1	US-5,717,923	02/1998	Dedrick	
	AF1	US-5,724,424	03/1998	Gifford	
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	AH1	US-5,724,524	03/1998	Hunt et al.	
	AI1	US-5,727,129	03/1998	Barrett et al.	
	AJ1	US-5,740,549	04/1998	Reilly	
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	AL1	US-5,752,238	05/1998	Dedrick	
	AM1	US-5,758,257	05/1998	Herz et al.	
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	AO1	US-5,768,521	06/1998	Dedrick	
	AP1	US-5,774,170	06/1998	Hite et al.	
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	AS1	US-5,781,894	07/1998	Petrecca et al.	
	AT1	US-5,794,210	08/1998	Goldhaber et al.	

Examiner Signature	/John Anderson/	Date Considered	07/16/2010
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Substitute for form 1449A/B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Application Number	Not Yet Assigned
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				Examiner Name	Not Yet Assigned
				Attorney Docket Number	03-8018CIP3
Sheet	3	of	3		

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²	
/J.A./	CA	Pelline, "New search engine goes commercial" from http://news.cnet.com/news/0,10000,0-1005-200-326672,00.html , February 18, 1998.		
	CB	Haar, "Service To Let Ad Bids Dictate Search Rankings" from Tech InfoBase, February 23, 1998.		
	CC	McKenna, "New Search Engines GoTo Charges For Hits" from Tech InfoBase, February 23, 1998.		
	CD	Rich, "New Search Engine Allows Sites to Pay Their Way to Top" from http://www.adweek.com , February 23, 1998.		
	CE	Mardesh, "Search engine charges hit sites" from San Jose Mercury News, February 21, 1998.		
	CF	Swartz, "Browser Only Lists Paying Web Sites" from San Francisco Chronicle, February 21, 1998.		
	CG	Riedman, "Search engine startup to auction listings" from Advertising Age, February 23, 1998.		
	CH	"Lycos Adds New Features, Reorganizes Suggested Links" from http://www.searchenginewatch.com/sereport/98/01-lycos.html , January 9, 1998.		
	CI	"Lycos Adds Predetermined Listings" from http://www.searchenginewatch.com/sereport/97/12-lycos.html , December 4, 1997.		
	CJ	Pontin, "Gross Idea" from http://www.herring.com/story_redirect.asp?layout=story_generic&doc-id=RH640016664&ch... , August 6, 2001.		
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	CL	Google.com (as archived on archive.org).		
	CM	Superpages.com (as archived on archive.org).		
	CN	Findwhat.com (as archived on archive.org).		
	CO	Looksmart.com (as archived on archive.org).		
	CP	MSN.com (as archived on archive.org).		
	CQ	Dogpile.com (as archived on archive.org).		
	CR	WebCrawler.com (as archived on archive.org).		
	CS	Internet Discussion Group, August 7, 2001.		
	CT	Internet Discussion Group, August 7, 2001.		
	CU	metacrawler.com (as archived on archive.org).		
	CV	BellSouth RealPages.com (as archived on archive.org).		
	CW	SmartPages.com (as archived on archive.org).		
	CX	qwestdex.com (as archived on archive.org).		
	CY	business.com (as archived on archive.org).		
	CZ	Shopping.com (as archived on archive.org).		
/J.A./	CA1	Citysearch.com (as archived on archive.org).		

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¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	/John Anderson/	Date Considered	07/16/2010
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				First Named Inventor	Lester Chu
				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	2	of	3	Attorney Docket Number	03-8018CIP3

/J.A./	AU1	US-5,826,241	10/1998	Stein	
	AV1	US-5,835,896	11/1998	Fisher et al.	
	AW1	US-5,848,397	12/1998	Marsh et al.	
	AX1	US-5,848,407	12/1998	Ishikawa et al.	
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	AZ1	US-5,855,008	12/1998	Goldhaber et al.	
	AA2	US-5,864,845	01/1999	Voorhees et al.	
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	AC2	US-5,903,882	05/1999	Asay et al.	
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	AL2	US-5,991,735	11/1999	Gerace	
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	AN2	US-6,009,410	12/1999	LeMole et al.	
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	AP2	US-6,026,369	02/2000	Capek	
	AQ2	US-6,055,510	04/2000	Henrick et al.	
	AR2	US-6,058,379	05/2000	Odom et al.	
	AS2	US-6,078,866	06/2000	Buck et al.	
	AT2	US-6,161,099	12/2000	Harrington et al.	
	AU2	US-6,253,189	06/2001	Feezell et al.	
	AV2	US-6,269,361	07/2001	Davis et al.	
/J.A./	AW2	US-6,324,519	11/2001	Eldering	

FOREIGN PATENT DOCUMENTS							
Examiner Initials*	Cite No. ¹	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ² -Number ³ -Kind Code ⁴ (if known)					
/JA/	BA	-WO 97/17774		05/1997	Seiko Communications Systems, Inc.		
	BB	-WO 98/28906		07/1998	Princeton Video Image, Inc.		
	BC	-WO 98/34189		08/1998	Flycast Communications Corp.		
	BD	-WO 99/20486		04/1999	K. W. Muth Company, Inc.		
	BE	-WO 99/48028		09/1999	GLOBALBRAIN.NET Inc.		
	BF	-WO 00/41090		01/2000	Maxygen, Inc.		
N/A/	BG	-WO 00/16218		03/2000	Searchup, Inc.		

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Examiner Signature	/John Anderson/	Date Considered	12/17/2009
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